IVY NETWORK WINTER CONVENTION

Yale University

December 10, 1960

Meeting called to order by Edwin P. Vanderwicken, President, at 11 A.M. All members present except WHRB, whose representatives arrived at 11:12 A.M. Adam Dibbell, Executive Manager, read the minutes of the Spring Convention. Vanderwicken objected that he did not second his own nomination for President. Minutes were accepted as corrected.

Vanderwicken then gave the President's Report, praising the Ivy Office, noting increased rates and billing, increased publicity (particularly articles in SPONSOR magazine). He proposed setting up a budget for closer financial control; changing fiscal year from February 1--January 31 to July 1--June 30; and improving and codifying the by-laws. Admission of WDCR, Dartmouth, was recommended. Increment problems would be taken up later.

Adam Dibbell gave the Fincial Report, noting a net loss of over $2000. Capital investments (sales brochure, electric typewriter, and Thermofax machine) plus increased sales expenses were cited as responsible. The present audit did not reflect a true financial picture: half of Accounts Payable to Station had already been paid; increased Spring billings stemming from Summer Sales would offset the deficit. Richard A. Smith, General Manager, noted that changing the fiscal year would give a more accurate picture, and that loss of four contracts did not result in net loss in billing.

Richard A. Smith gave the General Manager's Report. He first read a telegram from George Whitehead, Station Manager, WDCR, Dartmouth, which expressed WDCR's interest in renewing Network membership, though Whitehead himself could not be present because of exams. Smith explained that DCR had dropped out before because of Network inefficiency and their own expansion into commercial AM. He noted that exclusive AM coverage entitled them to immediate increment recognition.

Loop numbers were requested from each station for the coming winter sports season. For stations with no transportation difficulties, loop set-ups would of course be optional.

Contracts: Air France contracts would be forthcoming. Pep-Ups trial campaign had not worked out, due to misunderstanding on the part of the sponsor regarding PRB coverage; but Pep-Ups personnel had aided SPONSOR promotion. R.J. Reynolds, New York Telephone, and Budweiser remained the same or increased. US Steel would continue through the end of the year. Arista Tours copy and booklets would arrive shortly. L&M would not renew until the spring. Lanvin would be about $1000 total. Rheingold would remain at 4 stations; Schlitz might expand to 5 or 6. Beneficial Finance was not worth the trouble. Merchandising: Names and addresses were requested for Arista and Auto Europe, promotion letters to district managers for Schlitz, posters and pictures for Lanvin and Air France. Spring prospects included Bethlehem Steel, Gulf Oil, Schaefer Beer, Ford Motors, Old Spice, Kent, and AMF.

Increased interstation cooperation was recommended by WDCR officers, particularly taping of noteworthy events on campus for distribution to other interested Network stations. Discrepancies in amount billed by station and

amount paid by Ivy were explained as follows: Stations often billed Ivy for spots not as specified on their contracts. Ivy does not get paid for these spots and therefore cannot pay the stations for them. Comments on the US Steel programs were requested; the sponsor was willing to tailor messages to the audience and has tried to do so in the past. The Network accountant recommended a change of elections to coincide with the fiscal year; this would reflect more clearly operations of a specific regime.

Jim Brymer, WKCR, then read a letter (attached) expressing his stations's dissatisfaction with Ivy Office operations, particularly regarding the Schlitz contract. Richard Smith, General Manager, said that the letter was not a fair representation of the facts. He explained that he had made repeated calls to WKCR requesting time slots required by the sponsor; the availabilities offered by WKCR were not acceptable to Schlitz so they bought only 4 stations. WKCR finally agreed to the required time slots, but by then it was too late. WKCR representatives claimed that the urgency of those time slots had not been made clear. President Vanderwicken suggested that both station and Ivy Office should be more explicit in the future.

Don Levy, WHRB, moved that the President's Report, Business Report, and General Manager's Report be accepted. Barry Cole, WXPN, seconded. Motion carried.

Meeting adjourned for lunch at 12:50 P.M.

Vanderwicken opened the afternoon session at 2 P.M. The agenda would be: 1. Admission of WDCR 2. Increment changes 3. Discussion of a budget.

Steve Simring, WKCR, first complained that his station was not receiving a just share of billing, and he had figures. Smith noted that Simring was comparing term figures with year figures, and thus the discrepancies. In explanation of WKCR's lower billing, Dave Berkeley, WVBR, added that New York was a saturated market. Simring agreed, but requested closer contact on the part of Ivy Office members. Jim Brymer added as an extra selling point that Columbia campus reception of competing stations was poor.

Discussion of loop set-ups followed, with all in agreement, though requests for prior notice were made. Vanderwicken suggested that changes in the fiscal year and by-laws be taken up in the spring. Richard Smith said that election of Ivy Officers would take place in February, at which time stations would be notified and the designated General Manager would hold office until final approval at the Spring Convention. Smith said that one of three Ivy members present, Herbert Decker, Bob Bremner, or Steve Sohmer, would be chosen General Manager.

Vanderwicken opened discussion on admission of WDCR, noting their power increase to 1000 watts and the great interest shown on Madison Ave. in having them as member. Richard Smith noted that no contracts would be changed, that WDCR would receive no increment on US Steel or Auto Europe, but only on new contracts.

Discussion followed on admission and increment problems. Vanderwicken said that it was originally intended to raise liability 5% and do away with the increment, all together upon admission of WDCR, but this would not be possible until the fall because of Ivy expenses. Jim Brymer, WKCR, asked why WDCR should not be admitted on a probationary basis for a year, without any increment share, noting that WKCR went through a period of probation. Vanderwicken pointed out that WDCR was one of the Network's founders and therefore

it would be rather petty to treat them in such a manner. He suggested that admission be voted upon before discussion of increment changes. Dave Berkeley WVBR, so moved, Don Levy, WHRB, seconding. Motion carried.

Discussion followed concerning approval of the proposed increment and eventual abolishment of the increment system. In answer to a suggestion that present divisions were set up because stations going FM needed more money, Jim Brymer of WKCR pointed out that operating costs for AM and FM (educational commercial) stations were the same. Smith said that it was impossible to predict a precise billing figure for the coming year, and thus no figure at which increment would be raised 5% could definitely be set. He urged, however, the members to go on record as favoring abolishment of the increment at a time when liability could be increased, while approving the present increment proposal for the present term or year. He stressed the fact that status, and not significant financial differences, were behind most objections to abolishment of the increment. Jim Brymer, WKCR, then made the following resolution: "I move that the proposed increment system be adopted, with the proviso that as soon as it becomes possible for the Network to increase liability to 65%, the increment be abolished." Dave Berkeley, WVBR, seconded. Motion failed to carry, with Bob Medina, WPRB, and Phil Champlain, WYBC, opposing. Champlain and Don Levy, WHRB, objected to committing their future board members. Adam Dibbell, Executive Manager, pointed out the importance of expressing at least the attitude of being against the present increment system, which is outdated, given increased liability. He added that the original "rationale" behind the increment was not actually rational, but the result of threats and political maneuvering.

After further discussion, Dave Berkeley, WVBR, proposed a new resolution: "We, the Board of Directors of the Ivy Network Corporation, at the meeting on December 10, 1960, recognizing the fact that the increment is no longer rational and serves no useful purpose, recommend unanimously that when the liability of the stations is increased to 65%, the question of the abolition of the increment should be brought up again with our unanimous recommendation that it be removed at that time. In the interim we accept the proposed increment schedules." Motion seconded by Phil Champlain, WYBC (Passed unanimously).

Smith noted that renewals would be needed for Reynolds and Schlitz, and asked whether stations would be amenable to the exchange of taped interviews in the future. There was general agreement. Discussion followed concerning potential AMF promotion and Jean Shepherd show. Several stations expressed a wish to hear the Shepherd tapes before deciding. UPI contracts were briefly discussed, Smith noting that present contracts would run to 1963.

The meeting was adjourned at 3:40 P.M., with Jim Brymer, WKCR, making the motion and Dave Berkeley, WVBR, seconding.